

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision 586417 /		Alt Order # 09852194
Product NRA		
Contract Dates 10/29/12 - 11/05/12		Estimate # 3474
Advertiser National Rifle Association		Original Date / Revision 10/25/12 / 10/25/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Men 35-64		
		Total Ratings 59.20
IDB#	Advertiser Code 137	Product Code 490
Agency Ref		Advertiser Ref

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/29/12	10/29/12	World Series on FOX	630p-CC		:30				NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$8,000.00	10.00			
N 2	6	10/29/12	10/29/12	World Series on FOX	630p-CC		:30				NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$8,000.00	10.00			
N 3	6	11/04/12	11/04/12	NFL on FOX Pregame	various		:30				NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$15,000.00	10.00			
N 4	6	11/04/12	11/04/12	Fox 6 Post Game Show	various		:30				NM	1	\$8,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$8,850.00	11.00			
N 5	6	10/29/12	10/29/12	M-F 1135p-1205a	1135p-1205a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$300.00	1.30			
N 6	6	10/31/12	10/31/12	M-F 1135p-1205a	1135p-1205a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$300.00	1.30			
N 7	6	11/02/12	11/02/12	M-F 1135p-1205a	1135p-1205a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$300.00	1.30			
N 8	6	11/04/12	11/04/12	Fox 6 Blitz	1035p-1105p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,200.00	5.10			
N 9	6	11/03/12	11/03/12	College Football on	various		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$2,800.00	7.20			
N 10	6	10/29/12	11/02/12	M-F 1205a-1235a	1205a-1235a		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$225.00	1.00			
Totals										59.20		11	\$45,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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586417 /	09852194

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/12 - 11/05/12	NRA	3474

<u>Advertiser</u>	<u>Original Date / Revision</u>
National Rifle Association	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
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Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	11	\$45,200.00	\$38,420.00
Totals	11	\$45,200.00	\$38,420.00

Signature: _____ **Date:** _____

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